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ABSTRACT

This guide was created to help community groups create publicity plans and follow through to promote public awareness of Groundhog Job Shadow Day (GJSD) on February 2, 1999. The guide promotes the goal of raising public awareness for the importance of business and education working together to provide hands-on career experiences for students. It suggests ideas for planning activities and working with the media to leverage coverage of GJSD. The first section of the guide contains three sections that cover outreach strategies, countdown to February 2, and basic outreach materials. The second section consists of nine templates that provide samples of the following: pre-GJSD news release, wrap-up GJSD news release, GJSD advisory, request for proclamation letter, proclamation, letter to editor, fact sheet, quote sheet, and radio public service announcements, as well as a list of the members of the GJSD Coalition. (America's Promise, National School-to-Work Opportunities Office, Junior Achievement, and the American Society of Association Executives). Two final sections contain camera-ready articles and camera-ready art. (KC)

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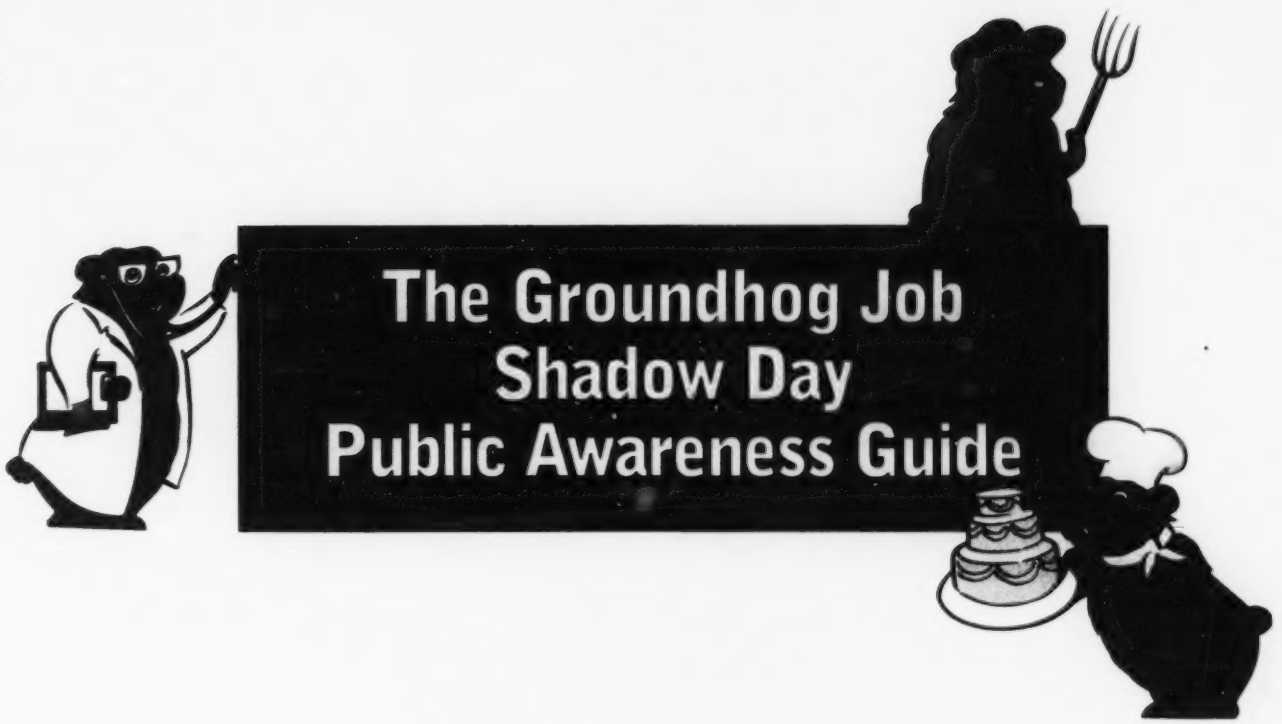

The Groundhog Job Shadow Day Public Awareness Guide

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CE 079 416

America's Promise — The Alliance For Youth™

asae — American Society of Association Executives

Groundhog Job Shadow Day!™

Junior Achievement

SCHOOL TO WORK OPPORTUNITIES

THANK YOU FOR YOUR PARTICIPATION

Dear Job Shadow Partner,

On February 2, 1999, we will be celebrating Groundhog Job Shadow Day (GJSD), a day dedicated to giving young people across America job shadowing experiences. Job shadowing enables kids to shadow a workplace mentor as he or she goes through a normal day on the job, providing an up-close look at how the skills learned in school are put into action in the workplace.

Following the enormous success of GJSD '98, which surpassed all goals to provide more than 125,000 kids with job shadowing experiences, we hope to make this year's event an even greater success. This year's job shadow goal is to provide half a million students across America with a day in the workplace that's educational, inspiring and fun.

Critical to reaching this goal is raising public awareness of the importance of business and education's working together to provide hands-on career experiences for students. By planning activities and working with the media to leverage the best possible coverage of GJSD, you can bring this message to your community and greatly increase the opportunities we can provide our young people. In addition, your outreach efforts will ensure that participants receive the public recognition they deserve, an acknowledgment that will make them more likely to devote more time, resources and energy to the event in coming years.

We've designed this guide to suit your needs. Feel free to copy it for distribution or customize it for your state or community. It is also available on the Internet at www.jobshadow.org for even easier modification.

Thank you in advance for your contribution to making GJSD a success. We look forward to sharing your experiences to ensure that the program continues to improve and better serve all who participate.

Sincerely,

America's Promise

National School-to-Work Opportunities Office

Junior Achievement

American Society of Association Executives

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Camera-Ready Articles ..... insert

Camera-Ready Art ..... insert

THE COALITION'S MISSION

Groundhog Job Shadow Day is an initiative dedicated to engaging students in the world of work.

Groundhog Job Shadow Day:

- Demonstrates the connection between academics and careers, exciting students to learn by making their classwork more relevant.
- Builds community partnerships between schools and businesses that enhance the educational experience of all students.
- Introduces students to the requirements of professions and industries to help them prepare to join the workforce of the 21st century.
- Encourages an ongoing relationship between young people and caring adults.

The Coalition's Goal
To provide half a million school-aged kids with job shadowing experiences.

4

GJSD is only as successful as the number of people involved. Whether you are a business, organization or an educator, you can contribute to generating participation and media coverage so that your community looks forward to this event every year. Your outreach will also raise awareness of the importance of business and education working together to provide hands-on career experiences to young people. Every audience who uses these guidelines will emphasize different components that will result in different outcomes – use what suits you to outline and implement a strategy to make the most of this opportunity to publicize your efforts. Remember, even making a single phone call to your local paper can make a big difference.

GJSD provides an excellent creative hook [illegible]ting media coverage at the local, regional and national levels. With some pla[illegible] and preparation, you can make sure that your event receives the media attention it des[illegible]ves, increasing participation and support from your community. Adapt and modify the suggested activities to meet your needs.

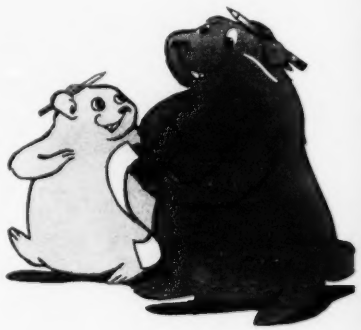
Outreach Strategies

You know your hometown best, and can tell what local businesses, schools and other members of the community will find newsworthy and what they will not. With this in mind, we have provided strategies that can be easily adapted to accommodate these unique interests while generating media coverage that will result in greater participation in GJSD.

Plan Early

The earlier you start to plan for GJSD, the easier it will be for you to have a successful day. Early planning means greater numbers of people involved and goals met more quickly. The first step of your planning should be establishing some guidelines for the day. These might include:

- How many shadows do you want? (It is better not to overreach in order to have greater control of the success of your day.)
- Do you want to use GJSD to expand public understanding of your organization's larger goals and/or workforce development?
- Do you want to use GJSD to recognize and publicly thank organizations you have worked with throughout the year for their ongoing contributions?



With your goals in place, you can now assess where to begin your planning. Start by calling a short, one-hour meeting with the various organizations you will be working with on GJSD. This might include members of the National School-to-Work Opportunities Office (STW), Junior Achievement (JA), America's Promise (AP), Learning for Life/Boy Scouts, Chambers of Commerce, Communities in Schools, school faculty or representatives of local businesses.

This meeting will provide much-needed "face time" with your partners and help you find common ground on goals, outreach strategies and your plan for the day. Be sure not to leave this meeting without:

- A contact sheet that includes the names, addresses, phone and fax numbers and e-mail addresses of all participants.
- A few simple goals (such as the number of students and businesses or targeted employers to involve).
- The name of the person who will serve as the primary media contact. (If several people will be working with the media, determine how they will communicate with one another.)
- A plan to meet once a month through the end of December to keep things coordinated, and to meet with greater frequency as GJSD approaches. (Remember that short meetings keep people coming back!)

Working with the Media

The earlier you can get the media involved the better. Some tips:

- Send reminder postcards about your upcoming event to the reporters whom you worked with last year or who are on your media list.
- Send letters explaining GJSD to select newsrooms and public affairs or community relations directors at radio stations. Many radio stations like working with community organizations to localize a national activity. Target stations with local drive-time DJs (no shock jocks, please!). Work with the community affairs people to develop creative ways to have the stations publicize GJSD during the time leading up to February 2. One idea is to have student shadows in the studios in mid-January. These early shadows can help publicize the upcoming event.
- TV weather people – The national coalition will be focusing on getting television weather forecasters involved in GJSD as they typically cover the day as a weather story. If contacted by a local representative by mid-December, it is likely that they would be interested in the opportunity to host students.
- Instead of concentrating all your efforts on reporters, also contact local newspaper publishers and television and radio station managers or owners and ask that they get involved as any other business would in GJSD. Have students shadow reporters and sales, editorial, marketing and community affairs personnel. It is good publicity for these media outlets, may result in a story and lead to long-term relationships with your organization. Be sure to present your proposal as early as possible, as with any business it takes time to get a company involved.
- Get proclamations or endorsements from key political, community, business or entertainment/sports figures in your area. Local STW or JA staff may already be working to obtain the support of prominent state officials, but that should not stop you from getting local figures involved. When you obtain a proclamation or an endorsement, send a copy to the media. You may need to help "draft" the proclamation or endorsement (see attached). Use endorsement quotes in your future press releases, as these will generate even greater community interest.

- As you plan your GJSD events, remember to think visually if you want to get TV time or a picture in the papers. Students with T-shirts showing the GJSD logo, a GJSD banner or a person dressed up in a groundhog suit will attract attention and give you the opportunity to talk with the media. Students involved in interesting activities such as shadowing a popular local DJ or television weather reporter, spending the day with the governor or police chief or spending the day at an unusual venue will also be effective draws for the media. You may want to look at the GJSD '98 video to get an idea of what interested the media last time.

Countdown to February 2

February 2 may seem like the distant future, but it's never too early to begin your public awareness plan. The following timeline provides suggestions on how and when to implement your plan. Templates for all suggested materials are provided in this booklet.

October. It's never too early to begin your planning for GJSD! Before the distractions of the holiday season take hold, October is the ideal time to start developing relationships with potential supporters and participants and building media awareness of the upcoming event. Key points to consider:

- Make contact with other organizations participating in GJSD and map out your coordinated outreach campaign, including how to jointly work with the media
- Create your GJSD contact list for all partners involved in the planning of your day
- Submit a letter requesting official proclamations of GJSD
- Draft a proclamation to include with the letter
- Follow up with a phone call
- Line up organizational and official endorsements that will lend media interest and excitement to your activities
- Provide officials with a list of activities in which they can participate
- Make officials aware of press availability/photo opportunities
- Send a pitch letter and background information to magazines for coverage of GJSD issues. (Note: Magazines need at least three months' lead time to run a story.)
- Begin to build media lists for the event. Publications to target include:
  - > Newspapers
  - > Television news and talk shows
  - > Radio news and talk shows
  - > Education and business publications
  - > Community newspapers
  - > Community calendars
  - > Church bulletins
- Start thinking about creating GJSD events that the media and prominent officials would like to be involved in

November. During the month of November, activities should be focused on recruitment of employers and students and developing materials. Try to accomplish as much as possible in the beginning of the month before the holidays divert the attention of your targeted audiences. Key points to consider:

- Develop materials for GJSD
  - > Customize logos
  - > Customize all template materials provided, including proclamation letters and proclamations
  - > Produce a media kit, including:
    - Press releases
    - Fact sheets
    - Explanation of GJSD
    - List of businesses and schools involved
    - Picture of spokesperson or students in a work setting
- Draft recruitment letters for business, community and education leaders you would like to be involved
  - > Provide them with a list of other business, community and education leaders who will be participating. (Make sure to include their competitors in the list!)
  - > Provide them with a list of activities in which they can participate
- Tell businesses and organizations to place their orders for GJSD giveaways (see enclosed order form)
- Follow up with companies placing stories or announcements in their newsletters. Provide them with a list of other businesses involved. Ask each business to contact at least one other business about participating.
- Follow up with a phone call to ensure that proclamations are signed or will be soon

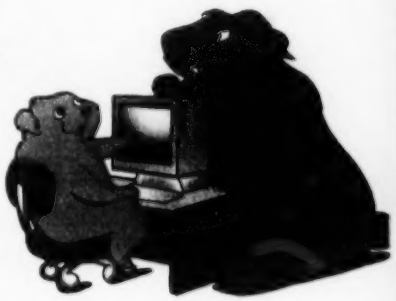
December. Planning for GJSD should be well under way. By the first week, the list of activities should be finalized and materials should be completed. Businesses don't like surprises, so make sure they have the agenda of how the day will unfold well in advance. This month's efforts should be focused on solidifying shadowing commitments and proclamations.

Don't forget that the last two weeks of December are often consumed by the holidays, so many reporters, businesses, educators and officials will be difficult to reach. Key points to consider:

- If necessary, continue to follow up with a phone call to ensure that proclamations are signed, or will be signed by the end of the month
- Continue to call businesses and get confirmation on the number of employees they will volunteer and how many students they will take
- Arrange specific dates and locations for events such as:
  - > Press conferences
  - > Photo opportunities
  - > Proclamation presentations
- Provide updates of activities or new business, education and community leaders who are becoming involved (both locally and statewide)

January. The first week of January is when most people are returning from the holidays. Make sure that when they come into the office, you get their immediate attention by providing them with additional updates of activities, participants and any new information about the upcoming event.

January is also the month to intensify your media outreach. Make the media aware of all the exciting shadowing opportunities that students will be having and provide them with information about businesses, key officials, notable figures and the approximate number of students who will be involved. Key points to consider:



- Provide updates to participants and those you're trying to encourage to become involved in the event. This is a good way to get them back up to speed after the holidays. Update information should include:
  - > List of activities with dates and locations
  - > List of participants (highlight their peers who are already involved)
  - > Press availability at certain events
- Mail press kits to media. (Don't forget to mention all organizations involved in your activities.) Kits should contain:
  - > Press release announcing GJSD and highlighting activities and participants (you could also request that the Mayor's/Governor's office send out the release on its stationary)
  - > Frequently asked questions about GJSD
  - > List of GJSD coalition members (both national and local) and their bios
  - > Your local goals for the event and the national goals
  - > Copy of the proclamation (if issued)
- Draft media advisory/media alerts for especially newsworthy events such as:
  - > Press conference with official announcing the event
  - > Companies receiving awards for their involvement in GJSD
  - > Notable figures participating
- Arrange editorial board meetings with local papers
- Recruit a business, education or community leader to speak with journalists from target publications about GJSD
- Provide reporters with materials about the February 2 event and encourage them to cover some aspect of it
- Set up press conferences with the Mayor/Governor announcing the proclamation of GJSD
- Fax a press reminder release on GJSD to reporters again, including any updated information on activities, participants or date changes
- Call editors and reporters to whom you sent the press release and press kit and encourage them to cover GJSD
- Provide reporters/editors with a local angle such as information on a participating student or businessperson from the community. Also offer a list of activities they could cover and a list of participants or officials endorsing the event.

- Consider offering media outlets a preview story on GJSD two weeks before February 2
- Send media alerts two days prior to a newsworthy event. Media alerts should be produced for:
  - > GJSD '99
  - > Press conferences
  - > Announcement of local proclamation
  - > Awards events

February. With GJSD at your doorstep, all that should be left to do is to coordinate and oversee the implementation of the day's activities and continue to generate media coverage. Key points to remember:

- Continue to contact reporters to encourage coverage of your events. If a reporter already ran a story, encourage a follow-up piece, perhaps using a different story angle.
- Write thank-you letters to officials and community leaders who participated in GJSD activities – they will be more likely to lend their support again next year
- Keep track of the coverage you receive – documentation of your success will be beneficial in building involvement in coming years

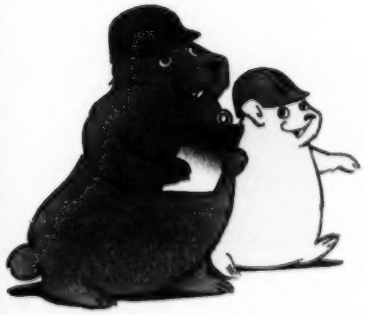
Basic Outreach Materials

Media Kits

A media kit contains a variety of information that can assist reporters in writing a story. You can use the materials in this guide to create your own media kit, with items such as:

- GJSD news release
- GJSD fact sheet
- GJSD radio public service announcements
- Copies of flyers, handouts or other materials you develop for GJSD

You can print materials on GJSD letterhead you've customized by pasting the camera-ready GJSD logo on your own letterhead before photocopying. Consider packaging all materials in a brightly colored pocket folder. For the cover of the folder, photocopy the GJSD logo onto adhesive labels.



Mail media kits to all local newspaper, radio and television reporters. Follow the instructions on distributing news releases.

News Releases/Media Advisories

News releases generally form the basis of a news story. The editor may run the news release as is, or may assign a reporter to conduct interviews and write an original story. News releases may be sent out prior to an event, for advance publicity; after an event, to describe what took place; or as an informational release. Media advisories are used to alert the media of an upcoming event and to encourage them to send a reporter or photographer.

Examples of both news releases and a media advisory are provided (see attached). Personalize these for your workplace's activities, then type them onto your own letterhead. Be sure to mention all coalition members and supporters involved, using logos whenever possible. To write your own news release or media advisory, follow the formats shown.

Send news releases and media advisories to all newspapers and radio and TV stations in your community. Call first to get the name of the editor or producer who should receive the release. News releases also can be sent to businesses, schools or churches for inclusion in their newsletters, and to public information offices of local governments, social service agencies or non-profit organizations.

Media Material Tips

1. Print your news release on letterhead. If your workplace doesn't have letterhead, use plain paper and include the name, address and phone number of your workplace at the top. The coalition is also providing its own letterhead that can be customized.

2. Unless you are releasing information before the event actually occurs, mark your news release "FOR IMMEDIATE RELEASE." If you must ask that the information be held, indicate the date and time of release, e.g., "HOLD FOR RELEASE AT 2:00 P.M., E.S.T., February 2, 1999."

3. Include at the top of your release (see samples below) the name and phone number of a contact person who can provide additional information. In most cases, this should be the person you've appointed to work with the media.

4. Indicate the end of the release by using ###.

SAMPLE PRE-GROUNDHOG JOB SHADOW DAY NEWS RELEASE

(Your Letterhead or Coalition Letterhead)

For Immediate Release
(Date)

Contact: (Name)
(Organization)
(Phone Number)

National Youth Job Shadow Event Shares Day with Groundhogs

Volunteers from Many Professions Take Youth to Work for a Day

(CITY) – Whether Punxsutawney Phil sees his shadow or not, thousands of workers from all walks of life will on Groundhog Day, February 2, during the second National Groundhog Job Shadow Day. Throughout (CITY), students will spend one day shadowing scientists, firefighters, graphic designers, mechanics, doctors, architects, teachers, government employees and workers from hundreds of other professions in order to experience the workplace firsthand.

America's Promise, the youth development organization headed by General Colin Powell, has joined with the National School-to-Work Opportunities Office, Junior Achievement and the American Society of Association Executives to spearhead the effort, whose goal is to match half a million young people with job shadow volunteers.

(EXAMPLE OF QUOTE) "Job Shadow Day provides a unique opportunity to make the world of work come alive for (CITY) young people" (YOUR SPOKESPERSON) said. "They get to see how academics are applied in the workplace and be inspired and motivated by successful adults."

(CITY) businesses are especially looking forward to Job Shadow Day, with over (NUMBER) already committed to participating. (CEO/PRESIDENT OF LOCAL BUSINESS) has expressed the enthusiasm that many in this community share. (EXAMPLE OF QUOTE) "I think it's important that we show (COMMUNITY'S) young people that adults care about their future. This is a great opportunity for us to demonstrate the link between school and the workplace and really give kids a hands-on experience of what it takes to succeed in a profession or industry."

Schools are also gearing up to make the most of this event, with more than (NUMBER) students of all ages from (COMMUNITY) schools expected to participate. (EXAMPLE OF QUOTE FROM EDUCATOR) "I think that getting to spend a day with a professional on the job will really show my students what it takes to succeed. It's one thing to say, 'I want to be a doctor.' It's another to make the connection that working hard in my biology class is the first step towards achieving that goal."

To find out more about Groundhog Job Shadow Day and how to get involved, call (CONTACT NAME/NUMBER) or access www.jobshadow.org.

###

SAMPLE "WRAP-UP" GROUNDHOG JOB SHADOW DAY NEWS RELEASE

(Your Letterhead or Coalition Letterhead)

For Immediate Release
(Date)

Contact: (Name)
(Organization)
(Phone Number)

The Results Are In: More Than (NUMBER) Students Participate in (CITY'S) Groundhog Job Shadow Day!

Professionals Volunteer Time to Show Students the "Real World"

(CITY) – With (NUMBER) students and (NUMBER) businesses, government agencies and other organizations participating, (CITY'S) expectations for the second annual National Groundhog Job Shadow Day were far surpassed.

The overwhelming show of support the event received in (CITY) delighted the Job Shadow Day Coalition and was noted for greatly contributing to the coalition's goal of providing half a million job shadowing opportunities nationwide. Formed in 1997, the Job Shadow Day Coalition consists of America's Promise, The National School-to-Work Office, Junior Achievement and the American Society of Association Executives.

A total of (NUMBER) local businesses and organizations participated in Groundhog Job Shadow Day, including (LIST). Many expressed an interest in building on the relationships that began with this event. (EXAMPLE OF QUOTE FROM BUSINESSPERSON) "We first became involved because we wanted to demonstrate our commitment to the future of our community's young people, but the experience brought us so much more. Job Shadow Day served as a foundation for what we hope will be long-lasting personal and professional partnerships with the students and educators we hosted."

(CITY's) Mayor (NAME) was one of many community leaders who were enthusiastic about the effort. (MAYOR) confirmed his support by issuing a proclamation to officially declare February 2 as Groundhog Job Shadow Day in (CITY). (EXAMPLE OF QUOTE) "It is extremely fitting that (CITY) supports the goals of Groundhog Job Shadow Day and encourages the continuing partnership between local businesses and the education community to achieve those goals."

Several other state and local officials, including (LIST), considered their participation in Job Shadow Day a great success. (EXAMPLE OF QUOTE FROM OFFICIAL) "Job Shadow Day was a great learning experience for all involved. These young people got a firsthand look at the kind of work we do, and we learned a great deal about how important it is to interest and engage students in the workplace today if we want them to be the productive and involved citizens of tomorrow."

(continued)

Many of the (NUMBER) students who participated in the event were profoundly affected by their shadowing opportunity. (EXAMPLE OF QUOTE) "We've seen amazing changes among the kids who participated in Job Shadow Day from (SCHOOL)," said (LOCAL TEACHER). "I've even had a couple of kids who were at risk of dropping out before they had this experience, and now they've become motivated to learn. They got to see the direct connection between academics and jobs – a lesson I think kids need to see and feel firsthand to believe."

For more information on Groundhog Job Shadow Day participants and activities, please contact (CONTACT NAME/NUMBER) or access www.jobshadow.org.

###

(Your Letterhead or Coalition Letterhead)

For Immediate Release
(Date)

Contact: (Name)
(Organization)
(Phone Number)

Media Advisory

Employers Opened Doors to (COMMUNITY'S) Youth (TRY TO LIST VISUALLY INTERESTING EVENTS)

Activities Spotlight Community-Wide Initiative

WHAT: (CITY/COMMUNITY) will join communities across the State of (STATE) in participating in the second annual National Groundhog Job Shadow Day. On this day, (STATE) students will get an up-close look at how the skills they learn in school are put into action in the workplace. They will shadow a workplace mentor as he or she goes through a normal day on the job.

WHEN: Please note the following Groundhog Job Shadow Day activities:

(DAY, DATE, YEAR)
(CITY)
(EVENT, TIME, LOCATION)

(EXAMPLE: The Mayor and his staff will all have job shadows from (SCHOOL) for the day. The students will participate in all activities on the office's schedule, including the Mayor's monthly press briefing and an afternoon meeting with the City Council.)

(DAY, DATE, YEAR)
(CITY)
(EVENT, TIME, LOCATION)

(EXAMPLE: (LOCAL TV ANCHOR) will speak about Job Shadow Day during the monthly Chamber of Commerce luncheon. All attendees will have a job shadow from (SCHOOL).)

(DAY, DATE, YEAR)
(CITY)
(EVENT, TIME, LOCATION)

(EXAMPLE: Students from (SCHOOL) will shadow the Department of Surgery at (HOSPITAL) as the surgeons make rounds, provide consultations and perform scheduled procedures.)

SAMPLE REQUEST FOR PROCLAMATION LETTER

(DATE)
(NAME OF GOVERNOR/MAYOR/OFFICIAL), Governor/Mayor/Official of the State/City/Town of (STATE/CITY/TOWN)
(ADDRESS)

Dear Governor/Mayor/Official (NAME):

I am writing on behalf of the parents, students, educators, businesses and other employers in (STATE) who are participating in Groundhog Job Shadow Day this year. Groundhog Job Shadow Day is a day dedicated to giving young people across (STATE) the chance to shadow a workplace mentor as he or she goes through a normal day on the job. This experience provides students with an up-close look at how the skills they learn in school are put into action in the workplace.

Our hope is that you will issue a proclamation declaring February 2, 1999, "Groundhog Job Shadow Day" in (STATE/CITY/TOWN). This would enable (STATE/CITY/TOWN) to join thousands of partnerships across the country in celebrating Groundhog Job Shadow Day as the crucial link between successful learning and productive citizenship.

Before, during and after Groundhog Job Shadow Day, we will be staging local events that include work-based learning experiences for students, educators and employers; forums for educators and employers about the connection between academics and the workplace; and demonstrations of effective school and business connections.

We would greatly appreciate your support of this worthwhile effort. I have taken the liberty of drafting a proclamation for your review. If you have any questions or would like to receive further information about Groundhog Job Shadow Day, please contact me at (NUMBER).

Sincerely,

(NAME)
(TITLE)

Enclosure: Draft Proclamation

SAMPLE PROCLAMATION

State/City/Town of (STATE)

Governor/Mayor/Other (NAME)

PROCLAMATION

The State/City/Town of (STATE) will observe the second National Groundhog Job Shadow Day on February 2, 1999, as an opportunity to recognize and celebrate the importance of students experiencing the workplace firsthand through mentoring and job shadowing.

Local companies will recognize the importance of partnerships between schools and businesses to ensure the economic prosperity of (STATE/CITY/TOWN) and the ability of our students to participate in the global workplaces of tomorrow. Students will spend one day shadowing scientists, firefighters, graphic designers, mechanics, doctors, architects, teachers, government employees and workers from hundreds of other professions in an effort to see how their classroom lessons are put into action in the workplace.

America's Promise has joined with the National School-to-Work Opportunities Office, Junior Achievement and the American Society of Association Executives to spearhead this national effort to provide students with the opportunity to learn about and experience a wide range of possible career choices.

It is particularly fitting for (STATE) to participate in and support Groundhog Job Shadow Day and encourage the continuing partnership of business and education in achieving their goals. It is fitting that parents, educators, businesses and other members of the local community join in local celebration in an effort to guarantee each student lifelong learning experiences.

NOW, THEREFORE, I, (NAME), Governor/Mayor/Other of (STATE/CITY/TOWN), do hereby proclaim official recognition of February 2, 1999, as

Groundhog Job Shadow Day

in the State/City/Town of (STATE).

(STATE/CITY TOWN SEAL) IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of (STATE/CITY/TOWN) to be affixed on (DAY, DATE, YEAR).

(SIGNATURE)
(NAME OF GOVERNOR/MAYOR/OTHER)

SAMPLE LETTER TO THE EDITOR

(DATE)
(EDITOR'S NAME)
(NEWS ORGANIZATION)
(ADDRESS)

Dear (EDITOR'S NAME):

Paragraph 1/Choice A: I read with interest the (DATE) article/editorial by (AUTHOR) in (PUBLICATION) about the lack of positive role models for youth. As the executive director of (ORGANIZATION), I would like to share with you a unique event that fosters relationships between young people and caring adults.

Paragraph 1/Choice B: Because so many people in (COMMUNITY) have been concerned with the lack of positive role models for youth, as the Executive Director of (ORGANIZATION NAME), I would like to share with you a unique event that fosters relationships between young people and caring adults.

On February 2, (CITY) will participate in the second National Groundhog Job Shadow Day, an event dedicated to providing half a million young people across America with job shadowing experiences. Groundhog Job Shadow Day enables kids to shadow a workplace mentor as he or she goes through a normal day on the job, and provides a firsthand look at how the skills learned in school are put into action in the workplace.

Job shadowing is a win-win proposition for communities because it benefits students, schools and businesses. Students become more motivated to learn once they see the relevance of their classwork, while schools build partnerships with businesses that can enhance the educational experiences of all students.

Groundhog Job Shadow Day '98 provided more than 125,000 students nationwide with job shadowing experiences, and we hope to make this year's event an even greater success. (NUMBER) local businesses and organizations have already agreed to participate in Groundhog Job Shadow Day, including (LIST MAJOR PARTICIPANTS).

If you or your organization would like to become involved in this year's Groundhog Job Shadow Day, please call (CONTACT NAME) at (NUMBER) or access the National Groundhog Job Shadow Day website at www.jobshadow.org.

Sincerely,

(NAME)
(TITLE)
(ORGANIZATION)

NATIONAL GROUNDHOG JOB SHADOW DAY '99 FACT SHEET

Q. What is Groundhog Job Shadow Day (GJSD)?

A. On February 2, 1999, students throughout the United States will spend part of their day in the workplace "shadowing" an employee as he or she goes through a normal day on the job.

Q. How did Job Shadow Day begin?

A. Job Shadow Day was first conducted by the Boston Private Industry Council in 1996 as part of its School-to-Work effort. This successful event was repeated throughout the Southeast in 1997, when BellSouth sponsored Job Shadow Day as a component of its School-to-Work effort. Beginning last year, four organizations have formed a coalition to encourage national participation: America's Promise, Junior Achievement, the National School-to-Work Opportunities Office and the American Society of Association Executives.

Job Shadow Day '98 in Review

Student Participation: 125,000
Business Participation: 5,000

Businesses included:

American Airlines
Bell Atlantic
Black & Decker
Boeing
Kraft Foods
Microsoft
Motorola
NationsBank
Procter & Gamble
State Farm
Texas Instruments

Prominent figures who participated in Groundhog Job Shadow Day '98:

- Former President George Bush
- General Colin Powell
- *Good Morning America* meteorologist Spencer Christian
- *CBS This Morning* meteorologist Craig Allen
- California radio personality Rick Deez

Federal

- Secretary of Agriculture Dan Glickman
- Secretary of Commerce William Daley
- Secretary of Education Richard Riley
- Secretary of Energy Federico Peña
- Secretary of Labor Alexis Herman
- Secretary of Transportation Rodney Slater

Goal for GJSD '99:
Half a million students

Senators

- Senator Bob Kerrey (NE)
- Senator Christopher Dodd (CT)
- Senator Joseph Lieberman (CT)
- Senator Paul Wellstone (MN)
- Senator Olympia Snowe (ME)

GROUNDHOG JOB SHADOW DAY QUOTE SHEET

Feel free to use one or more of these quotes in your customized outreach materials.

"Corporate America said they wanted to help educate and mentor our youth. Here is their opportunity to step forward and begin to make those promises real. It's going to take more than one day to make the difference for many of our nation's children, but this is a great way to get started."

General Colin L. Powell USA (Ret.)
America's Promise – The Alliance for Youth

"Job Shadow Day provides a unique opportunity to make the world of work come alive for young people across the country. The tens of thousands of volunteer mentors participating in this effort will have a tremendous impact on the lives of the students who shadow them."

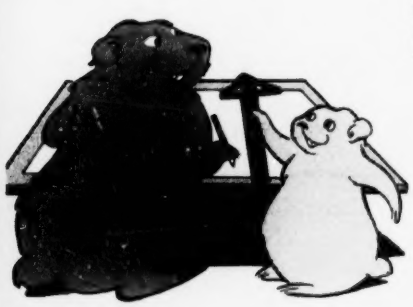
James B. Hayes
President and CEO, Junior Achievement

"Groundhog Job Shadow Day provides a great opportunity for adults to connect with young people in a very unique way – to help form the work ethic of tomorrow's adults. Helping America's youth understand the value of work, and what choices and benefits it brings with it, is a critical part of their learning process. And connecting school work to the work place is the best kind of connection!"

Stephanie J. Powers
Director, National School-to-Work Office

"America's associations provide a perfect network for mobilizing professionals from virtually every career imaginable. Associations are uniquely positioned to link young people with their profession of choice."

Michael S. Olson
President and CEO, The American Society of Association Executives



RADIO PUBLIC SERVICE ANNOUNCEMENTS

These scripts can be either customized or used directly for radio public service announcements promoting GJSD in your community.

Announcer Reads

:30 Spot

Remember the first time an adult opened your eyes to a career that made you think, "That's what I want to do!"?

Now you can provide the same opportunity for a student in your community.

On February 2, employers all over (COMMUNITY) will be participating in the second annual National Groundhog Job Shadow Day by bringing students into the workplace for a firsthand look at how the skills they learn in school are relevant to the real world.

It's simple to get involved. If you'd like to host a student in your workplace on Tuesday, February 2, 1999, call (NAME/CONTACT NUMBER) or check out our website at www.jobshadow.org. Give a job shadow a place in the sun!

America's Promise, headed by General Colin L. Powell (USA, Ret.), is a national not-for-profit organization dedicated to improving the lives of our nation's 15 million at-risk youth. Founded in Philadelphia, Pennsylvania, at the Presidents' Summit for America's Future, America's Promise aims to provide every at-risk child in America with access to five fundamental resources needed in order for them to lead happy, healthy and productive lives. These resources are:

- A caring adult, role model or mentor;
- Safe places to learn and grow during non-school hours;
- A healthy start;
- A marketable skill through effective education; and
- An opportunity for young people to "give back" through community service.

School-to-Work is a national initiative jointly administered by the Departments of Labor and Education that promotes high academic standards, career awareness, choice, and responsibility through hands-on learning for all students. School-to-Work encourages partnerships between businesses and educators to provide students with the skills they need to succeed in today's marketplace. By offering work-based and school-based learning and connecting activities, School-to-Work helps students gain an awareness of career fields and the education they need to help them achieve their goals.

Junior Achievement (JA) is the world's largest and fastest-growing non-profit economic education organization. Classroom volunteers from the business community teach its programs in the United States and 100 countries worldwide. Junior Achievement educates and inspires young people to value free enterprise, business and economics to improve the quality of their lives. In 1997, JA programs reached 2.7 million students.

The American Society of Association Executives (ASAE) is dedicated to enhancing the professionalism and competency of association executives, promoting excellence in association management, and increasing the effectiveness of associations to better serve members of society. ASAE is made up of 23,500 members who manage leading business, professional, educational, technical, industrial and trade associations representing approximately 12,000 associations and serving more than 287 million people and companies.

The Groundhog Job Shadow Day Coalition
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